In the Claims

- 1. (Previously presented) A vehicle weatherseal for releasably contacting a panel, the weatherseal comprising:
- (a) a panel contacting portion for releasably contacting the panel; and
 - (b) a retroreflective surface on the panel contacting portion.
- 2. (Previously presented) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a multitude of retroreflective particles.
- 3. (Previously presented) The vehicle weatherseal of Claim 2, wherein the multitude of retroreflective particles form friction reducing projections.
- 4. (Previously presented) The vehicle weatherseal of Claim 1, wherein the panel contacting portion includes a substrate, the retroreflective surface being located on the substrate and the retroreflective surface having a lower coefficient of friction than the substrate.
- 5. (Original) The vehicle weatherseal of Claim 1, further comprising a plurality of surface roughness forming friction reducing particles.

- 6. (Cancelled) A reflective vehicular weatherseal, comprising:
- (a) a polymeric substrate having a vehicle engaging portion and an exposed surface; and
- (b) a multitude of retroreflective particles embedded in at least a portion of the exposed surface.
- 7. (Cancelled) The reflective vehicular weatherseal of Claim 6, wherein the retroreflective particles are embedded a sufficient distance to preclude unintended separation from the polymeric substrate.
- 8. (Cancelled) The reflective vehicular weatherseal of Claim 6, further comprising a bonding agent intermediate a portion of the retroreflective particles and the substrate.
 - 9. (Cancelled) An automotive weatherseal, comprising:
 - (a) a weatherseal body; and
- (b) a powder coating on the weatherseal body, wherein the powder coating includes reflective particles.
- 10. (Cancelled) The automotive weatherseal of Claim 9, wherein the weatherseal body is a thermoset material and the powder coating comprises a thermoplastic material.
- 11. (Cancelled) The automotive weatherseal of Claim 9, wherein the powder coating is heat fusible.
- 12. (Cancelled) The weatherseal of Claim 9, wherein the powder coating comprises a thermoset.

- 13. (Cancelled) The weatherseal of Claim 9, wherein the powder coating comprises a thermoplastic.
- 14. (Cancelled) The weatherseal of Claim 9, wherein the weatherseal body includes a trim portion and the powder coating is located on the trim portion.
- 15. (Cancelled) The weatherseal of Claim 9, further comprising a metallic reinforcing member in the polymeric weatherseal body.
- 16. (Cancelled) The weatherseal of Claim 9, further comprising a sealing portion and a trim portion, wherein the trim portion is formed of a different material than the sealing portion, and the powder coating is on at least a portion of the trim portion.
 - 17. (Cancelled) An automotive weatherseal comprising;
 - (a) a weatherseal body; and
- (b) a reflective powder coating on at least a portion of the weatherseal body.
- 18. (Cancelled) The automotive weatherseal of Claim 17, wherein the reflective powder coating is heat fusible.
- 19. (Cancelled) The weatherseal of Claim 17, wherein the reflective powder coating comprises a thermoset.
- 20. (Cancelled) The weatherseal of Claim 17, wherein the reflective powder coating comprises a thermoplastic.

- 21. (Cancelled) The weatherseal of 17, wherein the polymeric weatherseal body includes a trim portion and the reflective powder coating is located on the trim portion.
- 22. (Cancelled) The weatherseal of 17, further comprising a metallic reinforcing member in the polymeric weatherseal body.
- 23. (Cancelled) The weatherseal of 17, further comprising a sealing portion and a trim portion, wherein the trim portion is formed of a different material than the sealing portion, and the reflective powder coating is on the trim portion.
- 24. (Cancelled) An automotive weatherseal engaging a vehicle comprising:
 - (a) a weatherseal body engaging the vehicle; and
- (b) a reflective cord extending along a length of the weatherseal body.
- 25. (Cancelled) The automotive weatherseal of Claim 24, wherein the reflective cord includes a plurality of reflective filaments.
- 26. (Cancelled) An automotive weatherseal comprising a reflective flock extending along a length of the weatherseal.
- 27. (Cancelled) The automotive weatherseal of Claim 26, wherein the reflective flock includes a flocked reflective material.
- 28. (Cancelled) The automotive weatherseal of Claim 26, wherein the reflective flock includes a non reflective material.

- 29. (Cancelled) An automotive weatherseal comprising an extruded reflective surface extending along a length of the weatherseal.
- 30. (Cancelled) An automotive weatherseal comprising a molded reflective surface.
- 31. (Cancelled) The automotive weatherseal of Claim 30, wherein the molded reflective surface substantially defines a cross section of the weatherseal.
- 32. (Cancelled) A method of forming a vehicular weatherstrip comprising extruding a reflective extrudate to locate the reflective extrudate as a surface of a weatherseal body.
- 33. (Cancelled) The method of Claim 33, further comprising extruding the reflective extrudate and the weatherseal body to form an integral structure.
- 34. (Cancelled) The method of Claim 33, further comprising coextruding the reflective extrudate and the weatherseal body.
- 35. (Cancelled) The method of Claim 33, further comprising simultaneously extruding the reflective extrudate and the weatherseal body.
- 36. (Cancelled) The method of Claim 33, further comprising curing one of the reflective extrudate and the weatherseal body.

- 37. (Cancelled) The method of Claim 33, further comprising extruding the reflective extrudate onto a dynamic sealing portion of the weatherseal.
- 38: (Cancelled) The method of Claim 33, further comprising extruding one of a formed reflective tape and a formed reflective thread as the reflective extrudate.
- 39. (Cancelled) The method of Claim 33, further comprising extruding a formed reflective cloth as the reflective extrudate.
- 40. (Cancelled) The method of Claim 33 further comprising extruding the reflective extrudate as a portion of the weatherseal body.
- 41. (Cancelled) A method of forming a weatherseal having a contact surface for engaging a panel, comprising:
- (a) forming a mixture of a reflective material and a friction reducing material; and
- (b) extruding the mixture onto at least a portion of the contact surface of the weatherseal.
- 42. (Cancelled) The method of Claim 42, wherein extruding the mixture includes coextruding the mixture with the contact surface.
- 43. (Cancelled) A method of forming a weatherseal comprising impacting a multitude of reflective particles with an exposed surface of a weatherseal to retain at least a portion of the multitude of particles in the surface of the weatherseal.

- 44. (Cancelled) The method of Claim 44, further comprising incorporating the multitude of reflective particles with a bonding agent.
- 45. (Cancelled) The method of Claim 44, further comprising impacting the multitude of reflective particles with a bonding agent on the weatherseal.
- 46. (Cancelled) A method of forming a weatherseal comprising molding a reflective material to form a portion of a cross section of the weatherseal, the reflective material forming a reflective surface of the weatherseal.
- 47. (Cancelled) The method of Claim 47, wherein the reflective material forms a majority of the cross section.
- 48. (Cancelled) A method of forming a weatherseal comprising extruding a polymeric weatherseal body and applying a reflective textile to form an integral structure.
- 49. (Cancelled) The method of Claim 49, wherein applying the reflective textile includes applying a single reflective filament.
- 50. (Cancelled) The method of Claim 49, wherein applying the reflective textile includes extruding a reflective cloth.
- 51. (Cancelled) The method of Claim 49, wherein applying the reflective textile includes extruding a single reflective filament.

- 52. (Cancelled) The method of Claim 49, wherein applying the reflective textile includes simultaneously extruding a single reflective filament.
- 53. (Cancelled) A method of forming a reflective surface on a weatherseal, comprising:
 - (a) retaining a reflective powder coating on the weatherseal; and
- (b) colliquefying the retained reflective powder coating to form the reflective surface.
- 54. (Cancelled) The method of Claim 54, further comprising electrostatically retaining the reflective powder coating on the weatherseal.
- 55. (Cancelled) The method of Claim 54, further comprising forming the weatherseal of a polymeric material.
- 56. (Cancelled) A method of forming a reflective surface film on a weatherseal, comprising:
 - (a) retaining a powder coating on the weatherseal; and
- (b) colliquefying the retained powder coating to form the reflective surface film.
- 57. (Cancelled) A method of forming a weatherseal comprising extruding a weatherseal body to incorporate a reflective material, the reflective material forming a reflective surface of the weatherseal.

- 58. (Cancelled) The method of Claim 58, further comprising forming a portion of the weatherseal of the reflective material.
- 59. (Cancelled) The method of Claim 58, further comprising forming one of a carrier portion, a trim portion and a sealing portion of the reflective material.
- 60. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a multitude of retroreflective particles embedded in at least a portion of an exposed surface of the panel contacting portion.
- 61. (New) The vehicle weatherseal of Claim 60, wherein the retroreflective particles are embedded a sufficient distance to preclude unintended separation from the panel contacting portion.
- 62. (New) The vehicle weatherseal of Claim 60, further comprising a bonding agent intermediate a portion of the retroreflective particles and the panel contacting portion.
- 63. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a powder coating on the panel contacting portion.
- 64. (New) The vehicle weatherseal of Claim 63, wherein the panel contacting portion is a thermoset material and the powder coating comprises a thermoplastic material.

- 65. (New) The vehicle weatherseal of Claim 63, wherein the powder coating includes retroreflective particles.
- 66. (New) The vehicle weatherseal of Claim 63, wherein the powder coating is heat fusible.
- 67. (New) The vehicle weatherseal of Claim 63, wherein the powder coating comprises a thermoset.
- 68. (New) The vehicle weatherseal of Claim 63, wherein the powder coating comprises a thermoplastic.
- 69. (New) The vehicle weatherseal of Claim 63, further comprising a trim portion connected to the panel contacting portion, the powder coating located on the trim portion.
- 70. (New) The vehicle weatherseal of Claim 1, further comprising a metallic reinforcing member connected to the panel contacting portion.
- 71. (New) The vehicle weatherseal of Claim 1, further comprising a trim portion connected to the panel contacting portion, the trim portion is formed of a different material than the panel contacting portion, and a retroreflective powder coating on at least a portion of the trim portion.
- 72. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a retroreflective powder coating on the panel contacting portion.
- 73. (New) The vehicle weatherseal of Claim 72, wherein the retroreflective powder coating is heat fusible.

- 74. (New) The vehicle weatherseal of Claim 72, wherein the retroreflective powder coating comprises a thermoset.
- 75. (New) The vehicle weatherseal of Claim 72, wherein the retroreflective powder coating comprises a thermoplastic.
- 76. (New) The vehicle weatherseal of Claim 72, further comprising a trim portion connected to the panel contacting portion, the retroreflective powder coating located on the trim portion.
- 77. (New) The vehicle weatherseal of Claim 76, wherein the trim portion is a different material than the panel contacting portion, the retroreflective powder coating located on the trim portion.
- 78. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a retroreflective cord.
- 79. (New) The vehicle weatherseal of Claim 78, wherein the retroreflective cord includes a plurality of retroreflective filaments.
- 80. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a retroreflective flock.
- 81. (New) The vehicle weatherseal of Claim 80, wherein the retroreflective flock includes a flocked retroreflective material.
- 82. (New) The vehicle weatherseal of Claim 81, further comprising a flocked a non retroreflective material.

- 83. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes an extruded retroreflective surface.
- 84. (New) The vehicle weatherseal of Claim 1, wherein the retroreflective surface includes a molded retroreflective surface.
- 85. (New) The vehicle weatherseal of Claim 84, wherein the molded retroreflective surface substantially defines a cross section of the panel contacting portion.